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Premier
Dependable Dahlias
FOR 1942 RELEASE

&

DAHLIA ROOTS, PLANTS
& ROOTED CUTTINGS



Premier Dahlia Gardens
COLUMBIA, NEW JERSEY

TO OUR DAHLIA LOVING FRIENDS — Once again we thank you for your loyalty. Your many fine letters regarding our new introductions are greatly appreciated. We are endeavoring to give you the service that you want and expect, and with your co-operation you may have such service.

NO TRANSACTION IS COMPLETE UNTIL YOU ARE ENTIRELY SATISFIED.

Our prices are reasonable and we ask you to **GIVE US A TRIAL** — We will **PROVE** that we have your interests in mind at all times.

YOU CAN'T LOSE WHEN DEALING WITH PREMIER.

READ CAREFULLY

Terms: Cash with order or 25% deposit, balance at shipping time. Retail orders over \$1.00 sent prepaid. In ordering green plants to be shipped further than 1st Zone, add 25 cents for **Special Delivery** to insure plants arriving in good growing condition. We pay all other charges.

Shipments: Roots, May 1st to June 1st. Plants, May 1st to June 10th. Rooted Cuttings, April 15 to June 1.

Guarantee: All stock sent out in first class growing condition, guaranteed to be healthy and true to name and to grow if cared for on arrival and after planting and that all not proving such will be cheerfully replaced upon word from the purchaser. Our roots are field grown, in soil treated with Potash, for the production of exhibition blooms.

READ FREE STOCK OFFER

On retail orders amounting to \$5.00 to \$10.00, you may select **20% in additional stock free**; over \$10.00 **25% free**. Collections are Net.

**OUR SQUARE DEALINGS HAVE
BEEN COMMENDED BY ALL**

Order Early to avoid disappointment, as orders are filled in rotation. The stock of some of the varieties is limited.

THE SPECIAL COLLECTIONS REPRESENT UNUSUAL SAVINGS
Collections are net.

The **FREE STOCK OFFER** applies to all others.

OUR GREEN PLANTS are grown so as to give the maximum of results equal or superior to root stock. This is only accomplished by the selection of healthy vigorous roots benched in a moderate heat that will enable us to take stocky base cuttings. Only a reasonable number of cuttings are taken and none used that are spindly. After cuttings are rooted and potted and begin to grow they are moved to cooler quarters and later shifted to larger pots; at this stage small tubers are beginning to form, assuring that clumps will be obtained at digging time; the plants are later hardened off in "outside quarters" so as to withstand shipping and be in condition for planting out. **OUR PLANTS ARE SHIPPED FROM 3 INCH POTS.**

DAHLIA SEED

SELECTED SEED THAT WILL GIVE HIGH GERMINATION WITH A LARGE PERCENTAGE DOUBLE FLOWERS WITH GOOD CENTERS. 25 for \$1.50, 50 for \$2.50, 100 for \$5.00, 200 for \$9.00.

ROOTED CUTTINGS

Should you be interested in **ROOTED CUTTINGS** of any of the newer varieties, write us and we will advise if we have sufficient "Base Cuttings" to enable us to supply **ROOTED CUTTINGS** at one-third less than the cost of plants. Taken from the sand and wrapped and shipped in wet sphagnum moss we guarantee delivery in good condition and that they are true to name; here our responsibility ceases for proper facilities (coldframes, good potting soil and 3 & 4 inch pots) are needed and some knowledge required to give them the care essential to maintain their vitality and grow them to worth-while plants hardened off for outside planting.

OUR 1942 INTRODUCTIONS

Tawny Triumph (Link-Premier) — A large board petaled Formal Decorative averaging 11 inches in diameter and 6 inches or more in depth. Rugged bush 5 to 5½ feet tall with insect resistant foliage. Stems straight and strong. Color, a shade between grenadine red and scarlet with general effect deep orange chrome. Outstanding in the garden and field TAWNY TRIUMPH will win its share of trophies this season.

ROOTS \$10.00 PLANTS \$3.50 ROOTED CUTTINGS \$2.30

Link's Lustrous (Link-Premier) F.D. — Well named because of its beauty and brightness. Color is a rich glossy lemon yellow. A prolific bloomer with blooms ranging from 8 to 11 x 4 to 6, tight centers. Stiff stem, 3 feet long with first set of leaves 12 inches below blooms. Rugged bushes grow 5 to 5½ feet tall. Winner of Special Award at Scranton, Pa. where first shown.

ROOTS \$7.50 PLANTS \$2.50 ROOTED CUTTINGS \$1.65

OUR 1941 INTRODUCTIONS

Link's Blue Triumph - F.D. — Petunia violet shading to light phlox purple. A winner of many prizes in 1941 and winner of the trophies shown on cover, previous to dissemination. Again on the Honor Roll. Mr. C. B. Ambrose, Norfolk, Va., writes, "I have your Link's Blue Triumph and it is mighty good."

ROOTS \$5.00 PLANTS \$1.75 ROOTED CUTTINGS \$1.15

Link's Conspicuous - S.C. — Bright lemon yellow, many petaled that are deeply lacinated. May be grown as an "A" or "B" Dahlia.

ROOTS \$3.50 PLANTS \$1.25 ROOTED CUTTINGS .85

Link's Gorgeous - I.D. — A gorgeous blend of shades and colors, pale lemon yellow and scarlet pink, giving blooms a most striking appearance. Again on the Honor Roll.

ROOTS \$5.00 PLANTS \$1.75 ROOTED CUTTINGS \$1.15

Link's White Majesty - I.D. to S.C. — A clean white that may be grown to giant size. Mr. Robert Barrie, of Providence, R. I., writes, "First bloom cut from Link's White Majesty reached a diameter of 14 inches by 8 inches deep. I am very much pleased with Blue Triumph and Gorgeous." (White Majesty was pictured in the Providence Journal.)

ROOTS \$7.50 PLANTS \$3.00 ROOTED CUTTINGS \$2.00

Just a Few of Many Testimonials

From New Berlin, N. Y. — Mr. R. F. T. writes, "Plants came thru in fine shape. Perhaps the finest lot I ever received. Thanks a lot for the way you handled order."

From Thompsonville, Conn. — Mr. J. J. B. writes, "Your plants arrived in perfect shape and I congratulate you on your method of packing your plants so neatly and securely. They are the finest plants I have ever had the pleasure of receiving. It is a pleasure indeed to do business with you."

From Irvington, N. J. — Mr. J. C. M. writes, "Very excellent results were obtained from your plants and many 'blues' were won with them."

1942 HONOR ROLL & CERTIFIED INTRODUCTIONS OF OTHER GROWERS

Columbia (Cuyahoga) S.C. — Winner of Two Achievement Medals; Two Largest and Most Perfect Bloom Awards. Blooms range from 12-16 inches with 10 inches or more in depth. The color is a beautiful blend of deep gold and peach pink. Centers high, pointed and perfect. Vigorous bushes 5½ feet tall; foliage dark and insect resistant; profuse bloomer.

PLANTS \$5.00 NET ROOTED CUTTINGS \$3.50 NET

Dean Shurtleff (Rockley) I.D. — Giant crimson red having all the fine features a consistent show winner should possess as its long list of winnings will attest. 1939 as best seedling at Fairmount; 1940 three firsts; 1941 four firsts, including the American Home Achievement Medal.

PLANTS \$5.00

Dorothy Geer (Geneva) — A Formal of a beautiful light rose pink. Stems are slender but strong, holding blooms 7½ to 10 inches facing to looking upward. Winner of Achievement Medal and many other awards.

ROOTS \$10.00 PLANTS \$3.50 ROOTED CUTTINGS \$2.25

Dorothy Schmidt (Parrella) S.C. — Color, lilac, with blue effect in shadow. Won the coveted Leonard Barron Memorial Trophy and special silver certificate. Size 6½ x 3½ inches. Growing habits excellent, profuse bloomer. Bush height 4½ feet.

PLANTS \$3.50

Edith Willkie (Tooker) — A beautiful clean white Semi-Cactus. An outstanding exhibit of a basket of magnificent blooms of this Winner of the Achievement Medal in New York in 1940 remained in perfect condition thruout the entire show.

1 PLANT \$5.00 2 PLANTS FOR \$7.50 4 PLANTS FOR \$10.00 NET

Indian Summer (Goetzger) S.C. — Golden yellow suffused orange. A new and beautiful shade in a semi-cactus Dahlia. Scored 85 at Ohio Valley Trial Gardens. Achievement Medal Winner at Washington, D. C. Tall rugged grower. Stems strong, holding flowers on side.

PLANTS \$5.00

Ivory Princess (Hawkins-Ruschmohr) S.C. — One of the largest, has been grown to 14½ inches. A beautiful shade of ivory. Long stiff stems. Bushes about 6 feet tall. Runner up in the Achievement Medal Class in New York and also in Kearny, N. J. On Honor Roll, Eastern, Mid-West and Pacific Coast.

PLANTS \$5.00 3 FOR \$12.50

King David (Corbett-Dahliadel) — A stunning 9 x 5 Formal of regal deep purple inclined to violet purple which does not fade. Is of good substance, regular in form, and unusually early. Grows about 4½ feet with good stems.

PLANTS \$3.50

Mollie B. (Briggs-Ruschmohr) I.D. — Winner of Achievement Medal at New York and awarded A. D. S. Gold Certificate. Large tyrian pink with flush of amaranth pink. Averages 12 x 6. Strong stems hold blooms at proper angle.

PLANTS \$5.00 3 FOR \$12.50

Mozart (Dahliadel) — The long looked for true Ball Dahlia in white. Sturdy growth, strong erect stems. Holds good centers until frost. A real acquisition to the Ball group. Grows naturally 4½ x 3 inches on bushes about 3½ feet tall. Plenty of blooms from the beginning of the season until frost. Certificate at West Virginia 1941. **PLANTS \$2.00**

Peach Dawn (Dudley-Dahliadel) — A unique and pleasing Semi-Cactus of rosy flesh, suffused soft rose, giving the effect of soft salmon pink. Flowers of useful size 8 x 5 on strong stems. Centers always full and complete. Certified at East Lansing. **PLANTS \$3.50**

Pink Duchess (Allen-Waaser) Pom. — Fine quilled, small, symmetrical with excellent centers, it makes a complete ball. Delicate pink at the centre the color deepens toward the stem. **PLANTS \$1.00**

Pink Elephant (Giffin-Dahliadel) — For both size and color this beautiful deep rose pink Informal Decorative hits the mark. Brighter than Kathleen Norris, and grows 12 x 7 in field culture, and plenty of them. **PLANTS \$3.50**

Pink Profusion (Cordes-Dahliadel) — Since Jersey Beauty we have been looking for a pink for cutting that would be different and yet have all Beauty's good qualities, but branch more readily and produce more flowers. This Formal of intense salmon pink edged deep rose pink develops a cream center as it fully opens. Perfect centers, sturdy growth, and glossy dark foliage. **PLANTS \$3.50**

Scarlett O'Hara (Salem) I.D. — If you want something that really grows big, here it is, 14 and 15 inch blooms are easily obtainable. It is scarlet with buff orange reverse and the outer petals twist, showing both colors. Stems are good and bush grows to about five feet. When grown under partial shade and given French soot to deepen the colors, this is a magnificent dahlia. **PLANTS \$7.50**

Stephen Foster (Salem) I.C. — Buff orange and Tyrian rose, 12 x 6½. Tall growing, prolific and very hardy. Winner of four Achievement Medals, two A. D. S. Medals besides several specials and blue ribbons. **PLANTS \$10.00**

Top Flight (Dozier) S.C. — 11 inch bright blood red of perfect formation, facing just right on extra long, strong stems. Most vigorous grower. Fade-proof. Achievement Medal Winner at Boston, Wilmington and Richmond, and "runner-up" at Baltimore and Washington. **PLANTS \$5.00**

Tops (Dozier) I.D. — Clear bright yellow 11-12 x 7-8. Good stem. Free flowering. Achievement Medal Winner at Chicago. On Honor Roll, Eastern, Mid-West and Pacific Coast. **PLANTS \$5.00**

Velvet King (Hillside) I.D. — A 10 x 7 dark velvety cardinal Informal. Dark heavy foliage. Bush growth medium tall. Won several blue ribbons in 1941. **PLANTS \$3.50**

Whirlaway (Pittman-Dahliadel) — A real contender for the largest bloom class. This Informal Decorative grows easily 11 x 6 in field culture, and has everything you can ask for — wonderful vitality, bush growth and fine stems. Color is between soft lemon and sulphur yellow, with beautiful glossy dark green foliage resembling holly. **PLANTS \$3.50**

White Fawn Miniature (Dixie) F.D. — Waxy white 3 inch blooms. Profuse bloomer, dark glossy foliage on low bush. Certificate at Storrs and Ohio and on three Honor Rolls. **PLANTS \$1.50**

Winter Morn (Dahliadel) — A new white sport of Frau Ida Mansfield, 7½ x 4 inches, with the same good qualities of its parent and plenty of vitality. An unusual keeper for a Cactus Dahlia. Won a first in the Seedling Cactus Class at Washington, D. C. **PLANTS 2.50**

The usual nutrients lacking in soils are Nitrogen, Phosphoric Acid and Potash, and these may be conveniently supplied thru the use of a commercial fertilizer containing all three which are known as 4-8-8 or 5-7-6 or other combinations or figures. We use 4-8-6.

1942 LIST OF PRIZE WINNING, CERTIFIED AND HONOR ROLL DAHLIAS.

Abbreviations: (F.D.) Formal Decorative; (I.D.) Informal Decorative; (S.C.) Semi-Cactus; (C.) Cactus. * 1941 Introductions.

| | Root | Plant |
|---|--------|-------|
| A. G. GOODACRE, (F.D.) Yellow tipped white | \$1.00 | |
| ALICE MAY, (I.D.) Clear white | | .75 |
| *ALICE McLEAN, (S.C.) Dark velvety maroon | 5.00 | 1.50 |
| *ALL AMERICAN, (S.C.) Mulberry rose, suf. salmon | 5.00 | 2.50 |
| AMERICAN VICTORY, (F.D.) Rich deep red | 1.50 | .75 |
| AZTEC CHIEF, (F.D.) Light tomato red, giant size | 1.50 | .75 |
| BURCH FORAKER, (I.D.) Giant scarlet flame | 2.50 | 1.00 |
| *CARPE DIEM (Am.) | | |
| *CHARLOTTE E. COLLIS, (F.D.) Bright orange flame | 3.00 | 1.50 |
| *CLASS, (F.D.) Giant sulphur yellow | | 2.50 |
| *DeMOLAY, (F.D.) Velvety crimson red | 5.00 | 2.00 |
| DAHLIAMUM, (I.D.) Cadmium apricot. Petals recurve to stem | 2.00 | 1.00 |
| DUKE OF WINDSOR, (I.D.) Dark crimson | 2.00 | 1.00 |
| EVELYN CHANDLER, (S.C.) Bright gold | 2.00 | 1.00 |
| EVENTIDE, (I.D.) Rich deep violet purple | 2.00 | .75 |
| EVERYBODY'S FAVORITE, (I.D.) Rose pink | 1.50 | .75 |
| FLASH, (S.C. to I.C.) Brilliant red tipped white | | 1.00 |
| *GINGER ROGERS, (I.D.) Light yellow | 7.50 | 2.50 |
| GLAMOUR, (I.D.) Purple veined violet | 2.00 | .75 |
| *GLENDEEN'S COMET, (S.C.) Glowing burnt orange | 5.00 | 2.00 |
| GLORIA BACHER, (F.D.) Giant purple | 1.50 | .75 |
| *HILLSIDE BEAUTY, (S.C. to I.C.) Apricot and rose | 4.00 | 1.50 |
| HILLSIDE GOLD, (S.C.) Golden yellow | 1.00 | .50 |
| *HILLSIDE JOY, (S.C.) Apricot and gold | 4.00 | 1.50 |
| HILLSIDE SUNSET, (I.D.) Yellow suffused red | | 1.50 |

| | Root | Plant |
|--|------|-------|
| *JANINE, (F.D.) Pure lavender | 5.00 | 1.50 |
| JEFFERSONIAN, (I.D.) Pink | | .75 |
| JULIUS BUNGE, (S.C. to I.C.) Rosy pink | | .75 |
| KENTUCKY SPORTSMAN, (I.D.) Yellow, orange & white bi-color.. | 1.50 | .75 |
| *KILGORE'S IDOL, (F.D.) Citron yellow, clear and bright | 4.00 | 1.50 |
| KILGORE'S LUCIFER, (S.C. to I.C.) Brazil red, very large | 2.50 | 1.00 |
| KOKI, (S.C.) Blended spectrum red and soft buff | 1.25 | .50 |
| *LINK'S BLUE TRIUMPH, (F.D.) Petunia violet | 5.00 | 1.75 |
| *LINK'S CONSPICUOUS, (S.C.) Bright lemon yellow | 3.50 | 1.25 |
| *LINK'S GORGEOUS, (I.D.) Pale lemon yellow & scarlet pink | 5.00 | 1.75 |
| *LINK'S WHITE MAJESTY, (I.D.) Clean white | 7.50 | 3.00 |
| *LOWELL THOMAS, (I.D.) Giant rose pink | 5.00 | 2.00 |
| *LUXURY, (I.D.) Large pale orange | 4.00 | 1.50 |
| *LYNN FONTAINE, (I.D. - S.C.) Scarlet | 7.50 | 3.00 |
| MAFFIE, (S.C.) Carmine red, very large | 4.00 | 1.50 |
| *MAID MARION, (I.D.) 11" blend of amber yellow & phlox pink ... | 7.50 | 2.50 |
| *MARION SMITH, (I.D.) Bright phlox pink, large | | |
| *MARY LYNN DUDLEY, (S.C.) Deep oxblood red | 5.00 | 1.50 |
| MARY TAYLOR, (I.C.) Blend deep flesh pink and gold | 1.50 | .75 |
| MEGHAN CALLAGHAN, (I.D.) White | 2.50 | .75 |
| MOONBIA, (S.C.) Peach pink and gold | | .75 |
| NANCY ANN MITCHELL, (I.C.) A very wonderful red | 2.50 | 1.00 |
| NANCY GENE, (I.D.) Large rich yellow | | 1.00 |
| NORMA MORTON, (I.D.) Yellow flushed garnet | 2.00 | .75 |
| PINK GIANT, (I.D.) Bright Tyrian pink | 3.00 | .75 |
| *PENN STAR, (F.D.) Class "A" or "B" Bi-color, purple tips white... | 3.50 | 1.50 |
| PEACE, (Scotland) (S.C. - I.C.) Sea shell pink and yellow | 2.00 | 1.00 |
| *POWERHOUSE, (I.D.) Giant raspberry red | 4.00 | 1.50 |
| *PURPLE KING, (F.D.) Deep purple with white tips | 5.00 | 2.00 |
| PREMIER'S MAJESTIC, (I.D.) Gold, salmon and mulberry | 1.00 | .50 |
| PREMIER'S WINSOME, (I.D.) A most attractive pink giant | 1.50 | .75 |
| *PRIDE OF NORFOLK, (I.D.) | | 2.00 |
| *RITA BETTY, (I.D.) Brown Mahogany | 3.00 | 1.00 |
| *ROSE MARIE, (F.D.) Pure pink with shades of darker pink | 5.00 | 2.00 |
| RITA WELLS, (I.D.) Blended pink & buff | 2.50 | 1.00 |
| ROSY MORN, (I.D.) Deep rose pink | 1.50 | .75 |
| *ROYALTY, (I.D.) Rich burgandy wine shade | 4.00 | 1.50 |
| SAN FRANCISCO, (I.D.) Shrimp pink | 1.50 | .50 |
| SILVER LADY, (I.D.) White flushed lavender | 2.00 | .75 |
| STRAIGHT'S WHITE, (I.D.) White | 1.50 | .50 |
| *STUDENT'S PRINCE, (I.D. or S.C.) Rich yellow | 5.00 | 2.00 |
| SUNRAYS, (I.D.) Orange suffused pink | 1.50 | .50 |
| THE GOVERNOR, (F.D.) Bright sulphur yellow | 2.00 | .75 |
| THUNDERBOLT, (I.C.) Dark scarlet | | 2.00 |
| *TIM MURPHY, (F.D.) Big French purple | | 1.50 |
| *TROJAN, (I.D.) Immense crimson overlaid yellow | 5.00 | 2.50 |
| VICTORY, (F.D.) Rose pink suffused gold | 2.00 | 1.00 |
| VIRGINIA RUTE, (S.C.) Giant oxblood red | 2.00 | 1.00 |
| *YELLOW COMET, (S.C.) Light yellow | 5.00 | 1.50 |
| YELLOW GLORY (S.C.) Clear lemon yellow | 3.00 | 1.00 |
| YELLOW MARVEL, (I.D.) Lemon yellow tipped white | .75 | |
| YOWU MATSUOKA, (S.C. or C.) Deep carmine | 1.00 | .50 |

DOZEN — 10 TIMES SINGLE PRICE; 3 MAY BE ORDERED AT DOZEN RATE.

MONEY SAVING "SUPER-VALUE" COLLECTIONS

Special Offering of Unusual Collections of Outstanding Dahlias

ROOT COLLECTION "A" — Labeled varieties in a wide variance of colors at \$4.50 per Dozen Roots. Postpaid. **FULL VALUE GUARANTEED.**

SUPER-VALUE PLANT COLLECTION "B" — YOUR OPPORTUNITY TO OBTAIN SOME OF THE VERY BEST AT LOW COST. Each 45c Net. 12 plants for \$5.00 Net. Postpaid.

Alice May, American Victory, Autumn Mist, Aztec Chief, Carl G. Dahl, Cornell, Darcy Sainsbury, Eventide, Everybody's Favorite, Glamour, Gloria Bacher, Hillside Gold, Jeffersonian, Julius Bunge, Koki, Mary Taylor, Meghan Callaghan, Moonbia, Norma Morton, Pink Giant, Premier's Majestic, Premier's Winsome, Rosy Morn, San Francisco, Silver Lady, Straight's White, Sunrays, The Governor, Yellow Marvel, Yowu Matsuoka.

AGAIN WE OFFER OUR FAMOUS COLLECTIONS

SUPER-VALUE PLANT COLLECTION "C" — THE BEST OF THE TWO YEAR OLD INTRODUCTIONS. Each 65c Net. 12 for \$7.00 Net. Postpaid.

Burch Foraker, Dahliamum, Duke of Windsor, Evelyn Chandler, Flash, Kilgore's Lucifer, Nancy Ann Mitchell, Nancy Gene, Peace (Scotland), Rita Betty, Rita Wells, Victory, Virginia Rute, Yellow Glory.

OF CONSISTENT PRIZE WINNERS

SUPER-VALUE PLANT COLLECTION "D" — 6 plants for \$6.00 Net. 12 for \$11.00 Net. Entire 17 for \$15.00 Net. Postpaid.

Alice McLean, Charlotte E. Collis, Gloria Bacher, Hillside Beauty, Hillside Joy, Hillside Sunset, Kilgore's Idol, Link's Blue Triumph, Link's Gorgeous, Luxury, Maffie, Mary Lynn Dudley, Penn Star, Powerhouse, Royalty, Tim Murphy, Yellow Comet.

THEY WILL WIN FOR YOU

SUPER-VALUE PLANT COLLECTION "E" — 6 plants for \$10.00 Net. Postpaid. Entire lot of 12 plants for \$18.00 Net. Postpaid.

All American, Class, Ginger Rogers, Glenden's Comet, Link's White Majesty, Lowell Thomas, Lynn Fontaine, Maid Marion, Pride of Norfolk, Student Prince, Thunderbolt, Trojan.

WONDER DAHLIAS ALL

YOUR CHOICE OF A PLANT OF ANY VARIETY (1942 Introductions Excepted) may be made gratis when orders from collections amount to \$25.00.

NOTE — WE WILL ADD AN EXTRA ROOT OR PLANT FOR ALL ORDERS FOR COLLECTIONS PLACED BY MARCH 1ST.

ORDERS FOR COLLECTIONS MUST BE PLACED NOT LATER THAN APRIL 10TH as we can make no promise of having sufficient stock after that date. A **DEPOSIT OF 25%** will hold order till shipping time.

GROW THE PRIZE WINNERS
